



**TOURISM INFRASTRUCTURE INVESTMENT PROGRAM  
APPLICATION  
2005**

Applicant/Sponsor \_\_\_\_\_

Sponsor's Chief Official \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax # \_\_\_\_\_

Email: \_\_\_\_\_

Federal Identification Number \_\_\_\_\_

Name of Project \_\_\_\_\_

Amount of Money requested \_\_\_\_\_

Date you will begin grant portion of the project (month/year) \_\_\_\_\_

Date you will complete the work on the grant portion of the project (month/year) \_\_\_\_\_

**General Instructions:**

**DEADLINE: COMPLETED APPLICATIONS MUST BE RECEIVED AT TRAVEL MONTANA, DEPARTMENT OF COMMERCE, 301 SOUTH PARK AVENUE (MAIL: BOX 200533), HELENA, MT 59620-0533 BY 5:00 P.M. Monday, AUGUST 1, 2005. LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.**

SUBMIT **9 COMPLETE** COPIES OF YOUR PROPOSAL INCLUDING ATTACHED LETTERS OF SUPPORT.

**Complete the front page of the application as it appears.**

**Complete all five sections of the application and certification page.** The 5 sections are: I – Project Outline, II - Proposed Project Administration, III – Financial Profile , IV – Project Compatibility and Appeal, V – Need for Project. Proposals must be prepared and presented in a professional manner.

**Number or letter your responses to correspond with the number or letter of the application section you are responding to.** Applications not following this format will receive lower scores and may be disqualified.

**Responses should be comprehensive, but concise, thorough and limited to no more than 2 type-written pages per each of the 5 sections.**

**All questions must be completed as asked.** Failure to complete a question will eliminate the application from further consideration.

**The minimum grant request eligible for this program is \$20,000. The maximum grant request is the available grant pool. Check with Travel Montana if you are not aware what the grant pool amount is.** This question and others concerning the program or application process may be directed to Victor A. Bjornberg, Travel Montana, (406-841-2795, [victor@visitmt.com](mailto:victor@visitmt.com))

Completed application forms are to be returned to:

Victor A. Bjornberg  
Travel Montana  
301 South Park Avenue  
(Mail: PO Box 200533)  
Helena, MT 59620-0533

Selection Criteria: (A maximum of 500 points to be awarded for the application's sections II-V) **LATE or INCOMPLETE applications will not be considered.**

**I. Project Outline (Pass/Fail)**

Please respond to each of the following five topics in a **summary format, using 1-4 sentences for each topic (A-E).**

- A) What is your project?
- B) What would the TIIP funds be used for?
- C) Where is the hard match coming from?
- D) How will the project provide long term tourism marketing appeal?
- E) Describe the current economic situation of the area.

**II. Proposed Project Administration (150 total points for this section)**

- A) Detailed project description, expanding on summary discussion you provided in Section I.A, specifying how the project will comply with the purpose of TIIP by encouraging visitors to stay longer and strengthen Montana as a tourism destination. Please include the project location, project sponsor, and clearly outline the total project.
- B) Please provide details requested by B1-B6.
  - 1) A detailed development and implementation timeline in three month segments for use of the TIIP funds in the proposed project.
  - 2) A detailed development and implementation budget for the entire project, specifically identifying the amount of TIIP funds to be used for each phase of the proposed project. This is to include TIIP funds to finance the project's planning, development, construction, purchase and/or completion.
  - 3) Budget of all other funds for the entire project including proposed project development, including implementation and operation of project.
  - 4) Budget totals.

(Format example on next page)

**Example of one way to complete questions B1-B4**

<u>B1</u> <u>Timeline</u>	<u>Task</u>	<u>B2</u> <u>TIIP Fund</u>	<u>B3</u> <u>Other \$</u>	<u>B4</u> <u>Total</u>
05 April 1	Phase I Architectural fees & inspections, install new wiring to code, install 6" ceiling insulation	\$12,000	\$9,400	\$21,400
05 July 1	Phase II Roofing, raise and install door on south wall	\$3,400	\$18,000	\$21,400
05 Aug. 1	Phase III Install Tract Lighting, Install new carpet and floor coverings, Complete design and construction of displays	\$66,700	\$33,300	\$99,000
Project Total		\$82,100	\$60,700	\$141,800

- 5) Present an operating budget for the facility's ongoing operating costs (staffing, maintenance, utilities, supplies, insurance, etc) once this project is complete and explain how these ongoing operating expenses will be paid for.
- 6) Outline of the marketing strategies for this attraction or facility once the project is completed and how they will be financed.

**III. Financial Profile** (100 total points for this section)

- A) Proof that the project sponsor has current IRS non-profit status or that the sponsor is operating under the non-profit status of a city, county or Montana Indian tribe.
- B) A list of other fundraising projects and project development experience (not including grant writing) the sponsor has completed and a list of the responsibilities involved with those projects. Also include the amount of money that was raised for each project.
- C) Provide a detailed explanation of how the project sponsor will be financially involved in the project; the sponsor's role in fundraising from other sources; and the sponsor's role in the administration of the project.
- D) Describe what the sponsor is spending its portion of the hard match on and how the TIIP portion will be spent.

- E) Sources of Funding (Expand on summary presentation you provided in Section I.C.): Please fill in the following amounts and percentages of project funding being provided by the sources listed below. **List only funding sources which have been committed and secured for this project.** Do not include grants or other potential funding sources that are not committed or secured by the TIIP Application deadline:

Total Project Cost	\$_____	
Local Share (Hard Match Funding)		
Government Appropriations i.e. Fish, Wildlife & Parks; Bureau of Land Management; City	\$_____	_____ %
Bonds (Public/Private)	\$_____	_____ %
Tax Levies (City, County)	\$_____	_____ %
Cash Donations	\$_____	_____ %
Foundation/Business Investment	\$_____	_____ %
Other Grants	\$_____	_____ %
Other (Explain)	\$_____	_____ %
<u>Subtotal of Local Share</u>	<u>\$_____.</u>	_____ %
Grant Request	\$_____	_____ %

- F) If you would receive full TIIP Grant Funding, what amount of funding would you still need to raise to fully finance your project?  
\$\_\_\_\_\_ %

- G) If you only receive partial TIIP funding, how would this affect the project?

#### IV. Project Compatibility & Appeal (100 total points for this section)

- A) Describe how the project will provide broad, long term tourism marketing appeal. Expand on the summary presentation you provided in Section I.D.
- B) Describe how this project will be compatible with and enhance other existing or planned tourism development and marketing efforts in the area.

**V. Need for Project** (150 total points for this section)

- A) Describe the current economic situation of the area and how the proposed project will have an economic benefit on the local area, region and state (payroll to be generated, tax base to be created, etc.). Expand on the summary presentation you provided in Section I.E.
- B) Describe what social impact, “quality of life,” the proposed project will have on the local area, region, and state (values, life-styles, traditions, cultural heritage, psychological well-being, shifts in economic and political power structure and balance of community, etc.).
- C) A description of how the proposed project fits into the goals of the local and/or regional tourism development plans and the 7 goals of the Montana Strategic Plan for Tourism & Recreation 2003-2007 (Copy of state’s strategic plan goals are on the following page).
- D) Letters of support from community, civic, regional, and local stakeholders expressing strong support and commitment for the development of the proposed project. **These letters of support must be current and specific to the TIIP application being submitted. These letters of support must be submitted with your application and not sent directly to Travel Montana.**

# ***MONTANA STRATEGIC PLAN FOR TOURISM & RECREATION***

## ***2003-2007***

### **Seven Strategic Goals Provide Framework for Plan's Objectives & Actions**

There are seven broad goals toward which action will be focused to attain the vision for 2007:

1. Enhance awareness and support for tourism and recreation among Montana citizens and elected officials, including additional funding sources to support sustainable tourism.
2. Increase four-season tourism revenues in all regions of the state, through enhancement of products/services that focus on high-value, low-impact visitors, especially heritage and cultural tourists.
3. Implement a more coordinated, proactive system to manage, enhance and protect Montana's natural, historical and cultural assets with balanced, sustainable levels of resident and nonresident visitor use.
4. Improve and maintain tourism and recreation infrastructure to support high quality resident and nonresident visitor experiences.
5. Nurture desirable business growth and diversification in the tourism and recreation industry through business support services and technical assistance.
6. Communicate with the markets through highly targeted promotions that increase awareness and attract desirable tourists; measure, track and evaluate tourism results and trends.
7. Build an effective tourism and recreation "team" to facilitate partnerships, share information and leverage funding/technical resources in order to realize the vision for 2007.

## CERTIFICATION

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Tourism Infrastructure Investment Program (TIIP).

I understand that that no funds will be awarded to a project that is completed prior to written approval notification by Travel Montana, Montana Department of Commerce.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Department must comply with certain state requirements which may impact proposed projects. Department funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. To the best of my knowledge and belief the information contained in this application is true and correct and the documentation has been duly authorized by the governing body of the applicant.

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Signature (required)

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Name (printed)

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Title

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Date